GOVERNMENT OF INDIA
FINANCE
LOK SABHA

UNSTARRED QUESTION NO:2834
ANSWERED ON:17.12.2004
INVESTORS AWARENESS CAMPAIGN
Gadakh Shri Tukaram Gangadhar

Will the Minister of FINANCE be pleased to state:

(a) whether the investors awareness campaign launched by Insurance Regulatory and Development Authority yielded any result;

(b) if so, the details thereof;

(c) the aims, objective and concept of this campaign;

(d) whether small investors are benefited through this campaign;

(e) whether any precaution guidelines have been prepared for use of small investors; and (1) if so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF FINANCE (SHRI S.S. PALANIMANICKAM)

. (a) to (d):The Insurance Regulatory and Development Authority (IRDA) has informed .; that they carried out an extensive insurance awareness campaign for the insured and those who wish to buy insurance policies. The campaign had been carried out in ten languages viz. Bengali, Gujarati, Hindi, Kannada, Konkani,, Malayalam, Marathi, Punjabi, Tamil and Telugu through broadcast/telecast of jingles and live phone-in-programmes in different cities of India. The campaign was meant to create awareness among the public about the importance of insurance in providing security to their lives, health and assets and also for making them aware of the coverage available. The Authority has informed that the insurers of small sized policies would have been benefited by the campaign,

(e) & (f): The Authority has issued guidelines for protection of policyholders vide the `Insurance Regulatory and Development Authority (Protection of policyholders` interests) Regulations, 2002 which are available on the Authority`s website www.irdaindia.org